

- (3) At page 10, line 2, after "consumer data" insert – or "profile data" –.
- (4) At page 11, line 12, after "consumer data" insert – or profile data –.
- (5) At page 11, line 16, after "coupons," insert: -- generically referred to here as "correllation data" --

(6) At page 18, after line 6, insert the following:

– As will now be understood, the present invention provides an interactive electronic system employing electronic certificates, such as electronic coupons, in which access may be conditioned upon registration (i.e., the entry of specific consumer data such as household profile information). The registration information may then be provided to the service and issuer systems, and may be used to target further offers to specific classes of consumers meeting certain criteria (e.g., demographics). Further, since the interactive electronic system of the present invention also maintains consumer data on past users (e.g., specific households), the electronic certificates may be tailored based upon the consumer data responses. --

(7) After insert (6), above, insert the following:

-- As will now be apparent, the service system of the present invention can automatically review, store and provide to the issuer systems preselected consumer data entered by the remote user stations, as well as data pertaining to the use, issuance or revisions to the electronic certificates ("usage data"). The service system can condition the issuance of electronic certificates upon the entry of consumer data requested of the remote users by the service system. This consumer and/or usage data can be provided on a selective basis to issuer systems after it has been organized by the service system. --

**IN THE CLAIMS:**

Please cancel Claims 1-19, without prejudice.

Please add new Claims 20-60, as follows:

20. A process for distributing redeemable coupons using the Internet, comprising the steps of:
- establishing electrical communication over the Internet between a service system